

Increase Online Shoe Buying Behaviour on Bata's Website

By

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Bata

Business Overview

- Bata is a renowned multinational footwear and fashion brand known for its comfortable and affordable products. Bata Club is a free subscription service offering exclusive benefits to customers, including discounts, free shipping, early access to sales, and loyalty rewards. Bata has an **online store** and is also present in **ecommerce** platforms like Amazon & Flipkart.

Business Goal

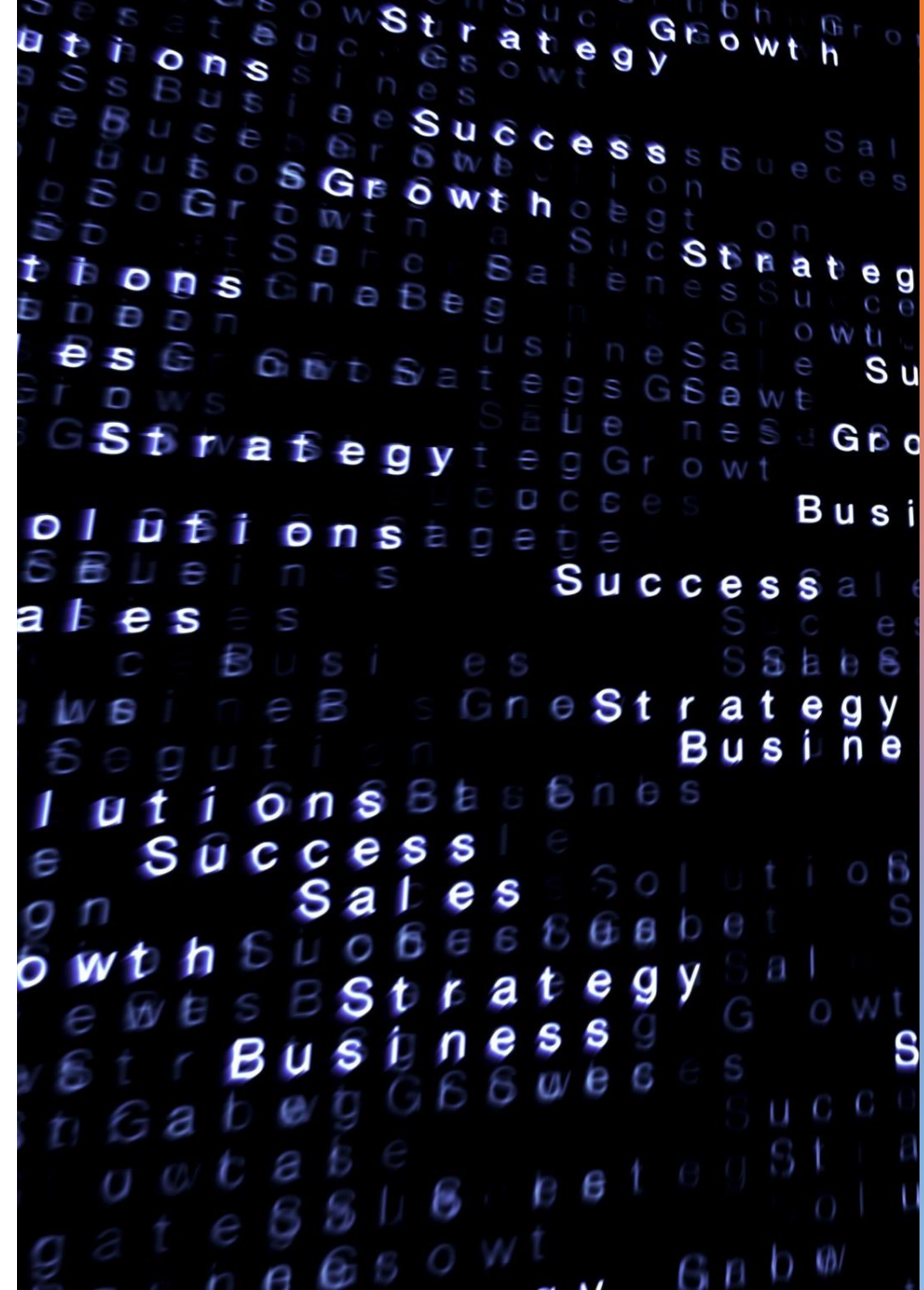
- to offer affordable and comfortable footwear, apparel, and accessories while expanding its presence in physical stores and e-commerce.

Business Overview

	DISCOVERY	EVALUATION	PURCHASE	POST PURCHASE
USER ACTION	Need to purchase shoe online	<ol style="list-style-type: none">1. Considers different online stores and ecommerce sites that can be used2. Decides to use Bata.com3. Selects Gender & Category of shoe from the menu	<ol style="list-style-type: none">1. Explores different shoes2. Checks size guide and product description3. Narrows down choices4. Compares price and features manually to choose the best option5. Chooses size and color6. Makes Payment	<ol style="list-style-type: none">1. Keeps the product if satisfied2. Returns the product if any concerns. Receives refund for the same

User Segmentation

- Based on Brand Loyalty - Loyal Bata customers, Occasional shoppers, First-time buyers
- Targeting occasional shoppers is key for short-term revenue and long-term growth. Understanding their buying behavior and addressing pain points can convert them into loyal customers, expanding market reach.



User Painpoints

- Limited Size/Style Availability
- Lack of touch and feel
- Product Quality Concerns
- Delivery Delays
- complex return/exchange processes
- Size Accuracy
- Competitive Options
- Difficulty in Website/App Navigation

We'd focus on Addressing quality concerns and ensuring size accuracy as it boosts website sales by building trust, reducing returns, fostering positive reviews, enhancing brand reputation, and attracting repeat business.



Product Vision

- Transform online shoe shopping with AR-powered fit recommendations, bridging online and in-store experiences for perfect fits, customer confidence, and industry leadership.



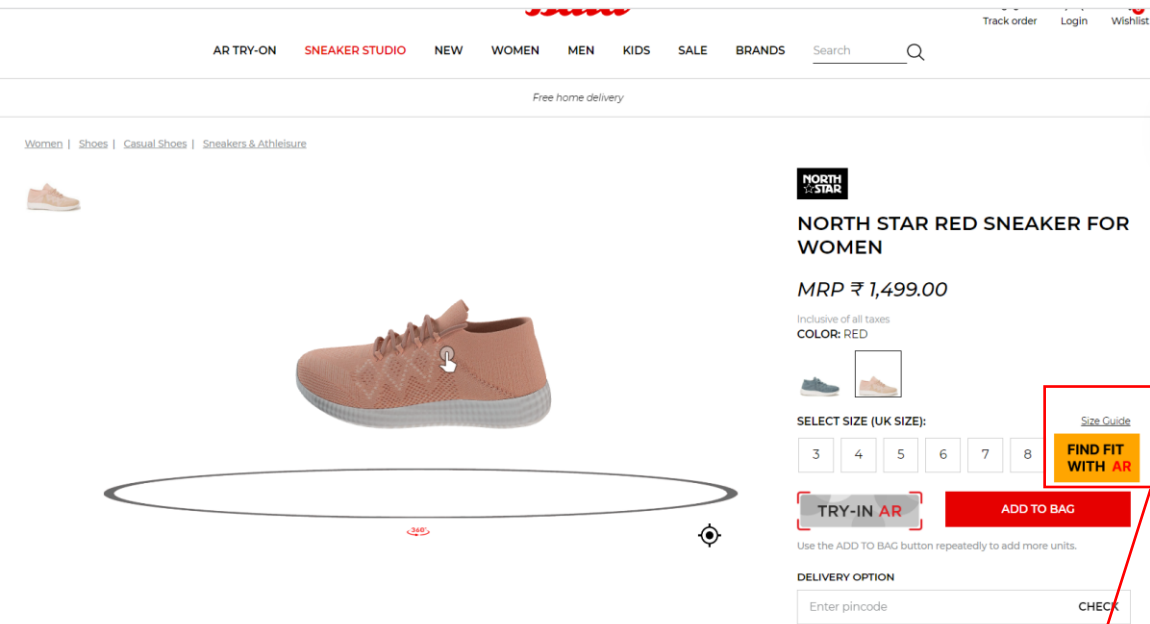
Possible Solutions

- Shoe finder - A tool for personalized shoe recommendations based on style, size, color, and occasion preferences.
- Fit Finder – AR-based technology to scan and suggest the perfect shoe size and fit for customers.
- Review Personalization: AI tailored the display of customer reviews from customers with similar purchase histories or preferences.

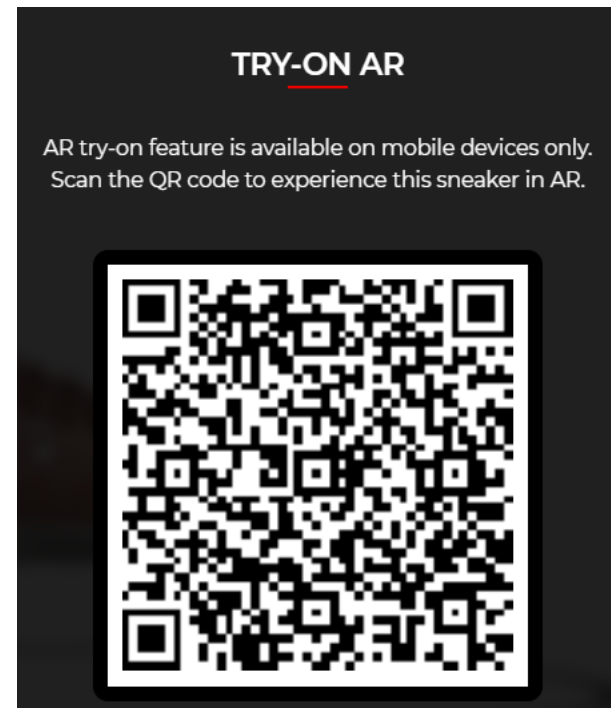
Focusing on "Fit Finder" directly addresses a significant pain point in online shoe shopping, leading to reduced returns, improved confidence, and an enhanced overall shopping experience.

Product Features

- Bata Fit is a fit finder tool that uses augmented reality technology to scan customers' feet and recommend the best size and fit for them. Once customers select a shoe they want to buy, they can choose the Bata Fit option at checkout. A set of on-screen instructions shall be given to scan their feet using their smartphone camera. The Bata Fit technology captures 13 data points about the customer's foot shape, arch height and width to provide a personalized fit recommendation for the selected shoe. This foot dimension can then be stored in member profile and can be easily used for future shopping both online and in-store.



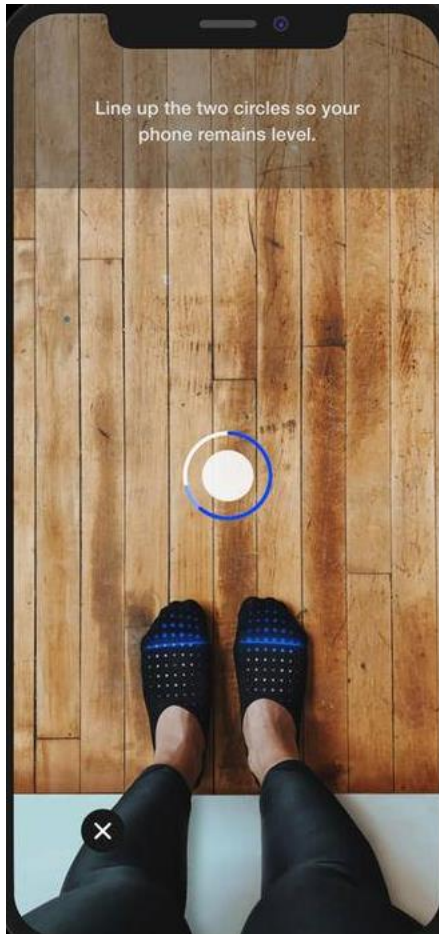
Step 1 :- 'Find Fit with AR' option in Product detail page selected



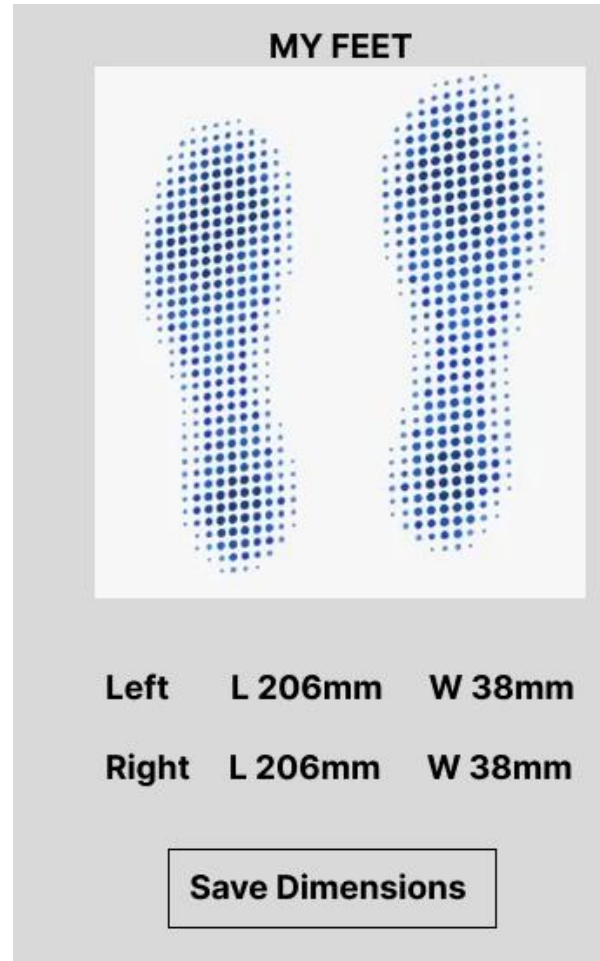
Step 2 :- QR code to find the fit for this sneaker in AR



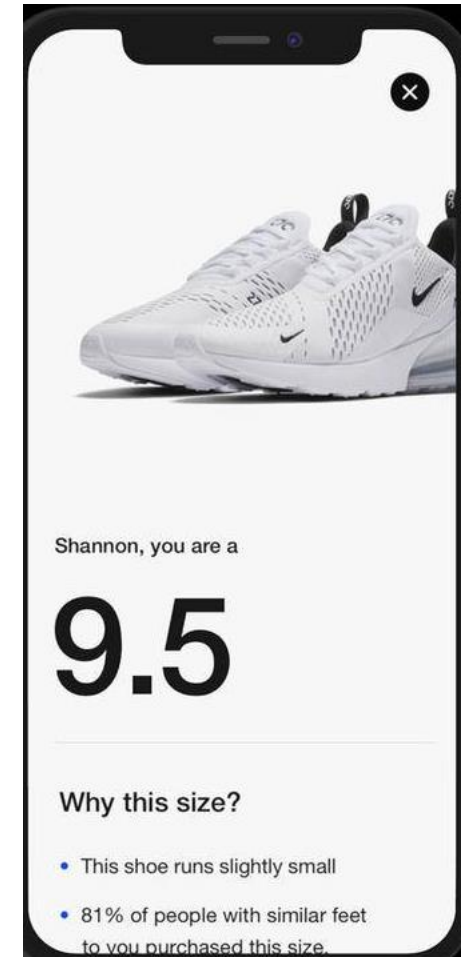
Step 3 :- Instructions to scan the feet to find fit



Step 4 :- Camera enabled and on-screen instructions to position and scan the feet



Step 5 :- Feet dimensions captured. Option to save the details for future use



Step 6 :- Recommended Size for the selected shoe displayed

North Star Metric

- The North Star Metric for the Bata Fit Finder Tool could be "Percentage of Customers Who Use Bata Fit for Sizing." This metric would track how many customers actively use the Fit Finder tool to determine their shoe size, indicating the tool's effectiveness in improving the online shopping experience.



1. **Market Research:** Understand customer preferences and sizing pain points. Identify competitors and gaps in the market.
2. **Product Development:** Develop a user-friendly Fit Finder Tool with technology partners.
3. **Beta Testing:** Beta test with select customers for feedback.
4. **Marketing Campaign:** Partner with influencers in the fashion and footwear industry to create awareness. Highlight the tool's accuracy and convenience.
5. **Website Integration:** Seamlessly integrate on Bata's Platforms.
6. **Educational Content:** Provide educational content on how the Bata Fit Finder Tool can enhance the buying experience.
7. **Feedback Loop:** Continuously gather user feedback to make improvements.
8. **Metrics and Monitoring:** Monitor customer satisfaction and conversion rates to gauge its success and make further enhancements.
9. **Expansion:** Consider partnerships with other footwear brands to license the Fit Finder technology.
10. **In-Store Integration:** Plan In-Store Integration

Go To Market Strategy

Market Size

- Revenue from Footwear Sales in India(2021) – USD 10,550 million
CAGR 2021-2025 – 8.4%
- Projected Revenue from Footwear Sales in India(2025) – USD 14,338 million
Bata Market Share – 8%
- Projected Revenue for Bata in India(2025) – USD 1147 million
% Revenue for Bata from online Sales – 10%
- Projected revenue for Bata from online Sales in India(2025) – USD 115 million
Projected Product Return Rate(2025) – 15%
- Projected revenue for Bata from online Sales after refunds & returns in India(2025) – USD 98 million